

Clubhouse Overview



As you approach the [facility](#), care is evident. The parking lot is clean of debris, handicapped parking is clearly marked, the grass and shrubs are manicured and landscaping complements the facility. [Prominent signage](#) directs the golfer to the parking area, the drop area and the clubhouse entrance.

The clubhouse is sized to meet market demand with 13,000 square feet allocated as follows:

• Dining Room	3,300
• Kitchen/Service Line/Drive-up	2,900
• Pro Shop	1,700
• Lounge	1,600
• Locker Rooms/Bathrooms	1,500
• Storage/Repair/Stock Room	1,500
• Administrative Space	500

The clubhouse is cleaned daily and maintenance is programmed and scheduled. The capital purchase and minor repairs budget is 100 percent executed each year and planned for a 5-year period.

Pro Shop



The pro shop carries a distinctive product line of brand name apparel and equipment. The shop is designed to provide proper traffic flow. An annual [purchasing plan](#) is prepared as a guide for purchasing merchandise. To promote sales the counter is situated at the back of the shop requiring the customer to walk through. There is a line of sight from the counter to the first-tee, which gives pro shop employees the ability to control starts when no starter is on duty.

Staff is easily recognized by their nametag and [uniform with course logo](#). They are informed and able to answer questions about equipment, apparel, rates and course conditions. Employees are schooled in greeting each golfer or guest with a smile and address them by rank and name.

- The pro shop is the focal point for:
- Merchandise and equipment sales
- Information
- Payment of greens fees
- Booking tee times
- Golf lessons
- Registering of players
- Interpretation of rules
- Obtaining golf cars

Efficient service for sales transactions and payment of fees and charges is the standard.

Merchandise



Merchandise accommodates the needs and diversity of the customers. Apparel and equipment are professionally displayed and marked with price tags.

The pro shop uses [merchandise racks](#) that facilitate the ease of changing displays. The sales mix and allotted floor space is consistent with market demand.

Sales mix:

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|-----------|-----|
| • Clubs | 34% |
| • Apparel | 31% |
| • Balls | 12% |
| • Shoes | 07% |
| • Bags | 04% |
| • Gloves | 03% |
| • Other | 09% |

Floor space allotted:

- | | | |
|---------------|-----|-----------------------------------|
| • Equipment | 24% | (includes clubs and balls) |
| • Apparel | 52% | |
| • Shoes | 09% | |
| • Accessories | 08% | (includes gloves, bags and other) |

The pro shop only stocks specialty clubs, such as putters and drivers. Other clubs are available via special order, and can be custom fitted at the customer's request. Demonstration sets are available for golfers interested in making a purchase. The pro shop also has [rental clubs](#) for the convenience of those golfers who do not have clubs.

Information



Information regarding upcoming events, tournaments, rates, hours of operation, local rules, etc., is [prominently displayed](#). All advertisements, signs and promotional materials are current, of high quality and produced by the Marketing Division.

Tee Times



[Tee time and reservation policies](#) are publicized and ensure equitable treatment of all patrons. Reserved tee times can be made by using the [automated system](#). Golfers, with or without a reserved tee time, must sign-in at the pro shop. This is necessary for locating golfers in case of emergency and tracking rounds of golf. The staff is knowledgeable of golf course policies.

Point of Sales (POS) Equipment



The POS system used is GOLFTRAC! which is a golf management information system with a Graphical User Interface. GOLFTRAC! performs the following functions:

- Management reporting
- Inventory management
- Daily fee and membership round tracking

The system also includes [Point of Sale hardware](#).

Customer Services

Services provided by the course include:



- An automated handicapping system recognized by the United States Golf Association.
- An ordering service for specialty items not carried in the shop.
- A club repair service.
- An active junior and beginner program.
- A full range of tournaments for golfers of all levels.

Public Use



The course is open to the public in accordance with [Army policies](#).

Food and Beverage



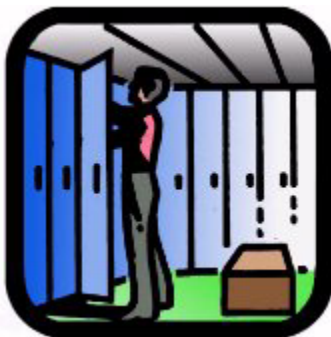
[Mulligans](#), an Army food and beverage concept, is in place at Eagle Trace. This standard concept is available to all installations and provides a complete package including standard decor, menu and recipes.

Food and beverage service is quick, efficient and based on market demand. Concentration is on the needs of the golfer.

- Continental breakfast is offered for the early riser. It is self service with only a cashier required.
- A [beverage car](#) with limited food items, snacks and beverages begins at 1000 hours. The caddy rotates backwards through the course and encounters each foursome at least 3 times during an 18-hole round of golf. In addition to snacks, the caddy carries tees, gloves and balls for emergency sales.
- Lunch is also self service to accommodate the patron “on the run.”
- Snacks, prepared sandwiches and beverages are available at the clubhouse quick service window located conveniently on the way to the 10th tee.
- A beverage lounge provides ambience for golfers to relax after their game. Limited food service and snacks are offered.
- Tournaments can be accommodated with lunch, snacks or dinner served either in Mulligan’s or under the [pavilion](#).

[Snack Bar menus](#) are revised quarterly for food offerings and prices. The Army’s [prime vendor](#) program is used.

Locker and Rest Rooms



[Locker](#) and rest rooms are conveniently located.

Lockers are available for 25 percent of golfers. A \$60 annual rental fee is charged for each locker. Showers, towels and other amenities (hair dryers, soaps, lotions, toiletries, etc.) are available. Benches in the locker rooms are a minimum of 3 feet from the locker to allow ease of use.

Additional rest rooms are also located near the quick serve window, and in small shelters strategically located on the golf course.

A [bulletin board](#) with up-to-date information on handicaps, course events, tournaments and special announcements is located in both the women's and men's locker rooms.